

EL PASO DRIVER
FOR SPEEDWAY

"Major" Morris Quits Pass City and Seeks Mount at Indianapolis.

BY "BECK."

Press agent stories can usually be taken with the proverbial "grain of salt," but a good one comes from the publicity department of the Indianapolis speedway. It concerns "Major" Clayton Morris, who is known to the local fraternity of chauffeurs. Comment on the story is unnecessary.

Some time ago, the Los Angeles newspapers devoted a couple of columns to the exploits of the "major." El Pasoans, however, do know that the "major" was assigned by David S. Russell of the Southern Motor company to drive the big white Hayses placed at the disposal of Gen. Alvaro Obregon on his visit here a few months ago. So the "major" may really be a major after all. But read what the Indianapolis press agent sends us:

"Indianapolis, May.—The speedway has its European soldiers coming to race, but the first Mexican war hero to attempt to break into the international speedway battle is Clayton Morris, that is, Major Clayton Morris, of the de facto Mexican government, chief of the automobile squadron of Gen. Obregon, minister of war of Mexico, is in Indianapolis, conferring with the speedway management in the hope that he can get a mount for the May 20th race. Morris has been a figure at the Indianapolis races in past years, principally as a pit manager.

"Six months spent on the battlefields of the southern republic including a visit to Columbus, N. M., the day after Villa's rout, and chases after the bandit leader, Zapata, and the other foes of the Carranza government, under the personal supervision of the new military genius of the country, Obregon, has given Morris an unusual opportunity to learn the intricate workings of the Mexican mind and the Mexican-American situation.

"Morris predicts that Obregon will become president of Mexico when the next election is held. Obregon, he says, is considered to be a much stronger figure than president Carranza, whom all call a figurehead.

"In Hermosillo, Sonora, Morris paid \$2.00 for a shoe shine and \$20.00 for a seat at the theater, but it was the Carranza currency, greatly depreciated in value, which he used. He paid as much as \$1.00 Carranza money for a dish of ice cream.

"Morris may drive a Delage car at Indianapolis, and if he does it will round out the war legend of drivers."

It will be noticed that even the press agent does not say that the "major" actually "will" drive a car, but that he "may."

RECORD DAYS SHIPMENT.

The biggest single day's shipment of the Studebaker cars in the history of the Studebaker corporation was made on April 29, the output being 450 automobiles, representing a value of approximately a half million dollars.

SOLVE MYSTERY
JEFFERYS HERE

Buquors Take New "Six" Agency; Will Hold a Show Next Week.

There will be another automobile show in El Paso next week. The mystery of the "mystery car" was solved this week when the Buquor Motor company announced the arrival of the new Jeffery "six" which will be distributed in the southwest by this firm.

The new Jeffery models, in an assortment of colors, and various Maxwell models will be shown next week at a special show in the enlarged salesrooms of the Buquor company.

Already one delivery has been made of the new Jeffery, J. H. Adams getting a "six" touring car. A couple of other orders have also been booked for delivery next week.

The Jeffery to arrive had a deep blue body with black fenders. The car made an impressive appearance on the streets, giving a practically straight line effect from the radiator cap to the folded top. There is an unusual tilt to the tonneau seat and this adds to the comfort of the passengers. The driving seat is unusually wide and there is ample foot-room.

The six-cylinder motor is cast on blue and a 12-head type with 3 1/2 inch bore and 5 1/4 inch stroke. It is rated at 50 horsepower. The Jeffery engineers have worked out some new ideas in lubrication, timing gears, etc., and the new car has much of interest to the ardent motorist.

A test showed quick acceleration and plenty of power for even the worst hills of the southwest.

SMALL CITIES BUY COMMERCIAL CARS

The theory that the market for commercial cars is restricted pretty much to large cities is disproved in figures compiled by the Studebaker corporation, and announced through Henry T. Myers, sales manager of the commercial car division.

"Commercial car sales in towns from 2500 to 10,000 inhabitants are considerably greater in proportion to the population than in the large cities," says Mr. Myers. "We can name instances even where Studebaker commercial car sales in certain small towns have been in excess of pleasure car sales during the past four months.

There are several commercial car dealers who in the past three months have sold between 10 and 25 commercial cars in towns of not over 25,000 population. One dealer who lives in a town of a population of some 25,000 people has sold as many commercial cars to merchants, liveries and farmers, the total sales of each of these large branches.

Selling commercial cars is not a matter of location or population. It is wholly a matter of getting out and going after commercial car business along well defined and systematic lines.

Paso Del Norte Roof Garden
Wednesday and Saturday evenings.
Lunching, Refreshments, Meals and Luncheon—Adv.

HOWSON LOTT

His Next Door Neighbor Doesn't Appreciate Cousin Willie's Pig!

Copyright 1916, International News Service.

BY F. OPPER

LOYAL WORKERS
CUT EXPENSES

System of Cooperation at Oakland Factory is a Big Factor.

BY FRID W. WARNER.

A broad experience of many years on the firing line before I assumed the additional responsibility of factory management thoroughly impressed me with the necessity of cooperation between factory and firing line in establishing and holding popular prestige for any manufacturing product.

Consequently it has been the constant aim of Oakland management from the highest executive down to the foreman of a minor department to drill into the men the fact that the permanent success of an organization is due not to the executive ability of a man or set of men, but to the individual ability of every workman whose skill goes into the building of the product as a whole.

A part of this system is the arrangement of periodical factory meetings for the foreman of the various departments of the factory. In these meetings each man is encouraged to take an active part and to discuss his problems, and make individual suggestions without fear or favor. As a result these meetings have developed into experience talks, and an interchange of ideas that have been of great benefit to the organization as a working unit.

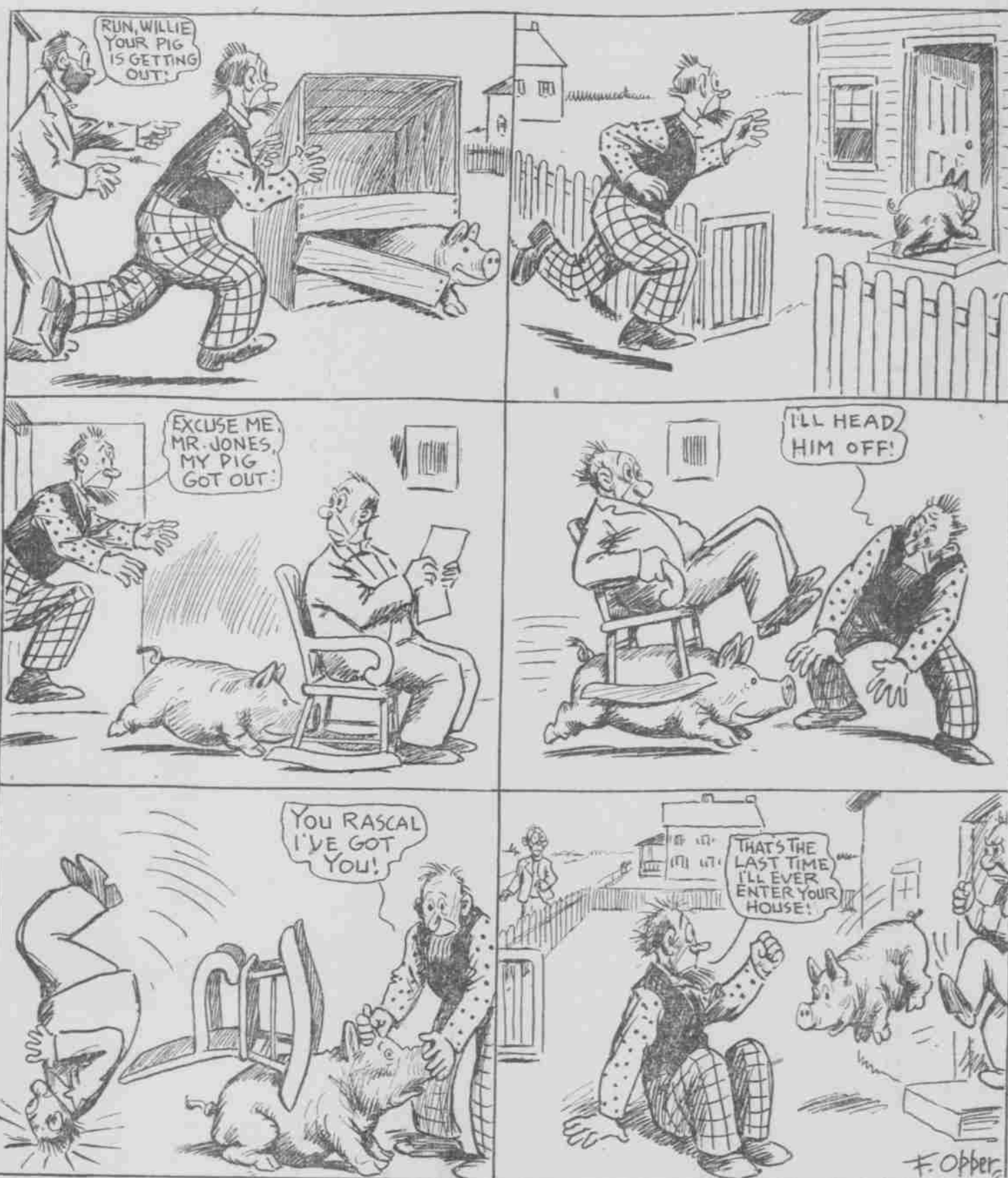
As an instance of how this plan has worked out for the benefit of the product as a whole, let me cite our policy in regard to the problem of what is known in a factory parlance as "turnbacks," which for some reason of defect have not passed final inspection. A scratched fender or a leak in a radiator may often hold up a carload shipment of cars, or a "bone-head play" on the part of some workman, which has escaped the eagle eye of the foreman, may often cause the laying off of a number of men in the department for a day or two.

We not only get a daily list of these turn-backs, but the reason for each one is carefully set down and the cost of this waste in terms of time and money is carefully figured out. At the next foremen's meeting a tabulated analysis of all these items is brought before the men who are responsible for this supervision and the loss is brought home to them in a concrete way.

As a result, the foremen of the several departments are not only on their toes to counteract waste and to show cost savings in their respective departments, but they are also keen to show their own men the value of individual responsibility in building up the prosperity of the whole company.

NEW MAXWELL MANAGER IS VISITING EL PASO

George E. Sherman, district manager for the Maxwell Motor Sales corporation with headquarters in San Antonio, is spending several days here in connection with the sales campaign that company is making through its local agency, the Buquor Motor company. Mr. Sherman's home town is Chicago, but he has recently been stationed at San Antonio. His territory extends as far west as Deming and Silver City, N. M., and southward to Brownsville. Mr. Sherman says the Maxwell company will manufacture more than 125,000 automobiles during the 1917 season, and will take third place among the big factories of the country.

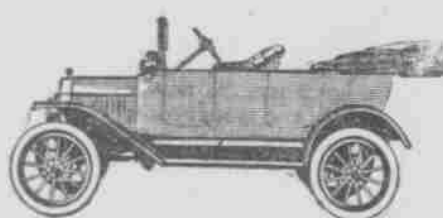
Ford
THE UNIVERSAL CAR

There's a reason why there are more than one million three hundred thousand Ford cars in use today, and that reason is based on the matchless service and economy of Ford cars.

Universal service is the most conclusive evidence of genuine value. That is one good reason. Buy today—Touring Car \$440; Runabout \$390; Coupelet \$590; Town Car \$640; Sedan \$740, f. o. b. Detroit. On sale at

Tri-State Motor Co., Inc.

At Cor. West San Antonio and Leon.
PHONE 6100

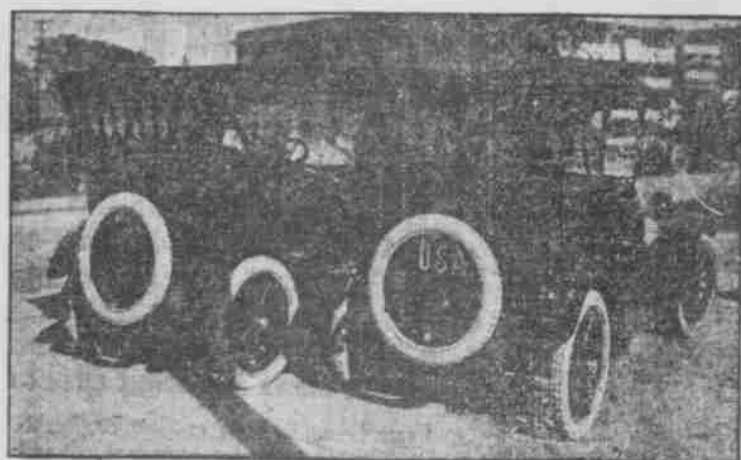
SAXON
Strength Economy Service

IN Saxon "Six" you note the quality refinements formerly found only on the expensive cars. Timken axles and Timken bearings throughout the chassis—and Timken stands for the best in this part of a motor car. Two unit starting and lighting system. Helical bevel driving gears—they banish noise and friction. Yacht-line body—of marked beauty. Handsome everlasting finish of superb lustre. 112 inch wheelbase. Plenty of room both in front and rear seat. At its price—\$815—Saxon "Six" is the greatest dollar for dollar value in its field.

Western Auto Co.

Phone 137

401 Myrtle Ave.

Army Cars Not Numbered;
All Carry "U. S. A." Sign

Two specially equipped Dodge Touring Cars now in Mexico with Gen. J. J. Pershing's expedition.

TOURING cars and trucks belonging to the United States Army are becoming familiar sights on the streets of El Paso and comment has been made on the fact that they bear no distinguishing number. The big trucks of the quartermaster's department carry front and rear signs bearing the letters, "D. Q. M. U. S. A." The touring cars in use by the officers of the quartermaster's department carry only the sign "U. S. A." on the rear instead of the usual license plate.

The illustration shows two of the specially equipped Dodge touring cars in front of the Lone Star Motor company, waiting the army chauffeurs to take them to Columbus and thence to the front for the use of Gen. J. J. Pershing's staff. These two cars were equipped with United States Nobly Tread tires and D. C. Booth, of the Quick Tire Service, has reports from "the front" that these tires are doing excellent duty.

ENGLISH ARMORED CAR



This photograph, reproduced through the courtesy of the U. S. Light corporation, shows the type of English armored cars in operation "somewhere in France." These armored cars, of which there are dozens in actual service, are equipped with the American made U. S. L. starter and batteries.

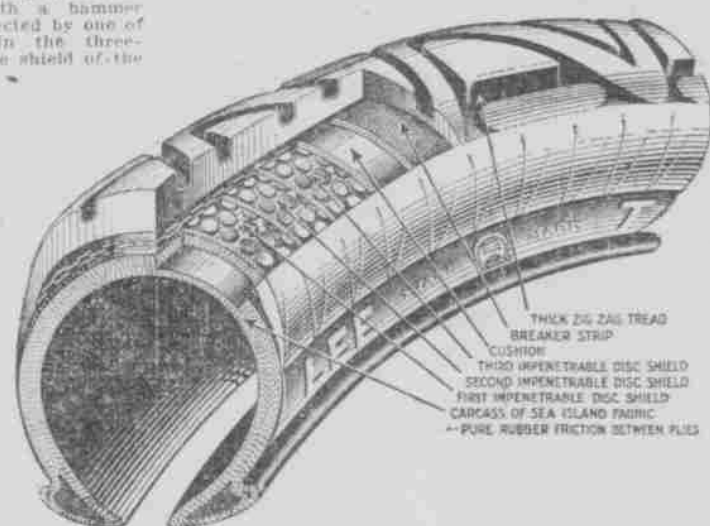
President J. Allen Smith of the U. S. L. company, in commenting on the armored cars, said: "With high explosive shells, shrapnels and machine gun bullets flying thick and fast, it would be a regular man's size job to step outside to crank the car, and it is certainly a wise choice of the English government in choosing an American starter and batteries instead of risking the lives of the English soldiers."

Puncture-Proof Pneumatic—Guaranteed

SCIENCE and SKILL, plus 33 years of experiment and in study of rubber, have produced LEE Puncture-Proof Pneumatic Tires, Guaranteed Puncture-Proof under a cash refund. The vanadiumized rubber, which has double toughness, allows a written Guarantee of 5,000 Miles of Service on any road.

LEE Tires
PNEUMATIC NON-SKID PUNCTURE-PROOF

Even a steel nail heavily driven into the tread and cushion will be deflected by one of the discs in the three-layer flexible shield of the tire.



The pliable armoring system loses none of the tire's resilience, and the toughening of the rubber by the LEE "Vanadium" Process creates a wearing power that insures amazing mileage.

Borderland Auto Supply Co.

WHOLESALE AND RETAIL AUTO SUPPLIES.

Distributors Celebrated Lee Tires.



Phone 5910.

Myrtle at Kansas.